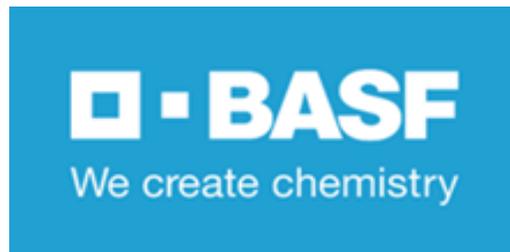




Inspiring Excellence

Internship Report

Training and Development of BASF Bangladesh Limited



Submitted to:
Md Fazla Mohiuddin
Lecturer
BRAC Business School

Submitted by:
Shabnoor Shanam Tussneem
ID: 12204001
BRAC Business School

Letter of Transmittal

To

Md. Fazla Mohiuddin

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report on “Training and Development of BASF Bangladesh Limited”

Sir,

With due respect, I am pleased to inform you that I have successfully completed my 90 days internship at BASF Bangladesh Limited, under the supervision Mr. Ishtiaque Nizamee, Head of HR, to partially fulfill the requirements of course BUS400 of your supervision. The topic of my internship report is “Training and Development of BASF Bangladesh Limited”, which covers my entire internship experience at BASF Bangladesh Limited. Throughout my internship, I got an insight into how the People and Corporate Division, which is a core component of BASF Bangladesh Limited, works to ensure employee’s development through the trainings and development departments within. I also got to communicate with employees from other divisions which altogether gave me a good understanding of the corporate culture.

On an ending note, I would like to thank you for your reinforcement and support which inspired me to work actively and I am extremely grateful to you for your endless guidance and support concerning the completion of my internship report, throughout the semester.

Sincerely Yours,

Shabnoor Shanam Tussneem

ID: 12204001

ACKNOWLEDGEMENT

The completion of this undertaking report I really would like to thank Almighty for his marvelous blessings upon me to successfully complete this internship report, with the eagerness, strength and zeal needed. It could not have been possible without the contribution and support of so many people whose name not all may be specified.

Next, I would like to express my immense gratitude towards my advisor, Md Faza Mohiuddin, for his guidance and supervision in every part of the report where I required help, during my internship period.

It has been my good luck and integrity to have worked with certain individuals at BASF Bangladesh Limited, whose guidance and support has helped me significantly in this report. Most importantly I would be highly thankful to Mr. Ishtiaque Nizamee; he has been my direct supervisor and has assigned me most of the work throughout my internship period.

And finally, I consider myself enormously fortunate to have had the guidance of all the faculties and mentors throughout my Bachelor of Business Administration program at BRAC University, which has molded my viewpoint and insights for facing the real world career challenges, besides helping me prepare a successful report.

I also want to give thanks to my family and friends who tried their best to encourage and support me to up doing these tasks. Lastly, my fellow mates, for giving me some ideas and techniques which are required to so the jobs effortlessly and thoroughly.

I warmly thank to all.

EXECUTIVE SUMMARY

As we know, an organization believes that the key to success of an organization is its employee; hence this internship report contains the employee performance development through trainings from the perspective of BASF Bangladesh Limited. Employee issue is a very important issue for an organization and it can be either single or team based which can affect to the whole company. To ensure the developments on the employees' overall performance at the workplace, training helps the most. Training and development programs are the basic structural and functional basics for the development of the employees. These programs are the agenda for helping employees to develop their personal and professional skills, knowledge, and abilities.

BASF is a well-reputed name for chemical business in our country. It has been in this country since pre-independence of the country in the name of BASF Pakistan Ltd. and after independence in 1971 BASF started its operation in the name of BASF Bangladesh Ltd. BASF Bangladesh Ltd. is the world's leading chemical company as well as Bangladesh. BASF products have it all-brand name, high quality, affordable price range. Many industries believe BASF products are good because their products ensure high quality.

Hence, at last I concluded my report with the analysis that training programs help the employee to get motivated, to improve their work efficiency, the work interest and so on.

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Chapter- 1

Organization Overview

1. Organization

Overview

1.1. Introduction:

Envision a life without chemicals is not easy, as practically the whole enchilada that we see, touch and taste is interconnected to chemicals in various ways. Products manufactured by BASF can be found in every aspect of daily life. As the world's foremost chemical company, BASF works with their business partners to ensure their inventions make people's lives better, although at the same time getting ready for the upcoming future challenges. They form the best team by attracting brilliant personalities, retaining them, and helping them to improve further and keeping this objective in mind, they generate a work environment which motivates everyone and where one and all interconnects. They promote an extensive range of personal skills and technical expertise and inspire the employees to donate their creativity and potential.

1.2 Company History:

BASF is an abbreviation for *Badische Anilin und Soda Fabrik*. It was founded by Friedrich Engelhorn on 6 April 1865 in Mannheim. The gasworks produced tar as a byproduct, and Engelhorn used this for the production of dyes. BASF was set up in 1865 to produce other chemicals needed for dye manufacture, particularly soda and acids. Nevertheless, the plant was initiated at Ludwigshafen. The BASF Group includes firms and joint ventures in more than 80 countries and functions six integrated production sites and 390 other production sites in Europe, Asia, Australia, the Americas and Africa. BASF has customers in over 190 countries and supplies products to an extensive variety of industries. Regardless of its size and global presence, BASF has received somewhat little public attention since it abandoned manufacturing and selling BASF-branded consumer electronics products in the 1990s.

1.3. BASF Logo over the Years:

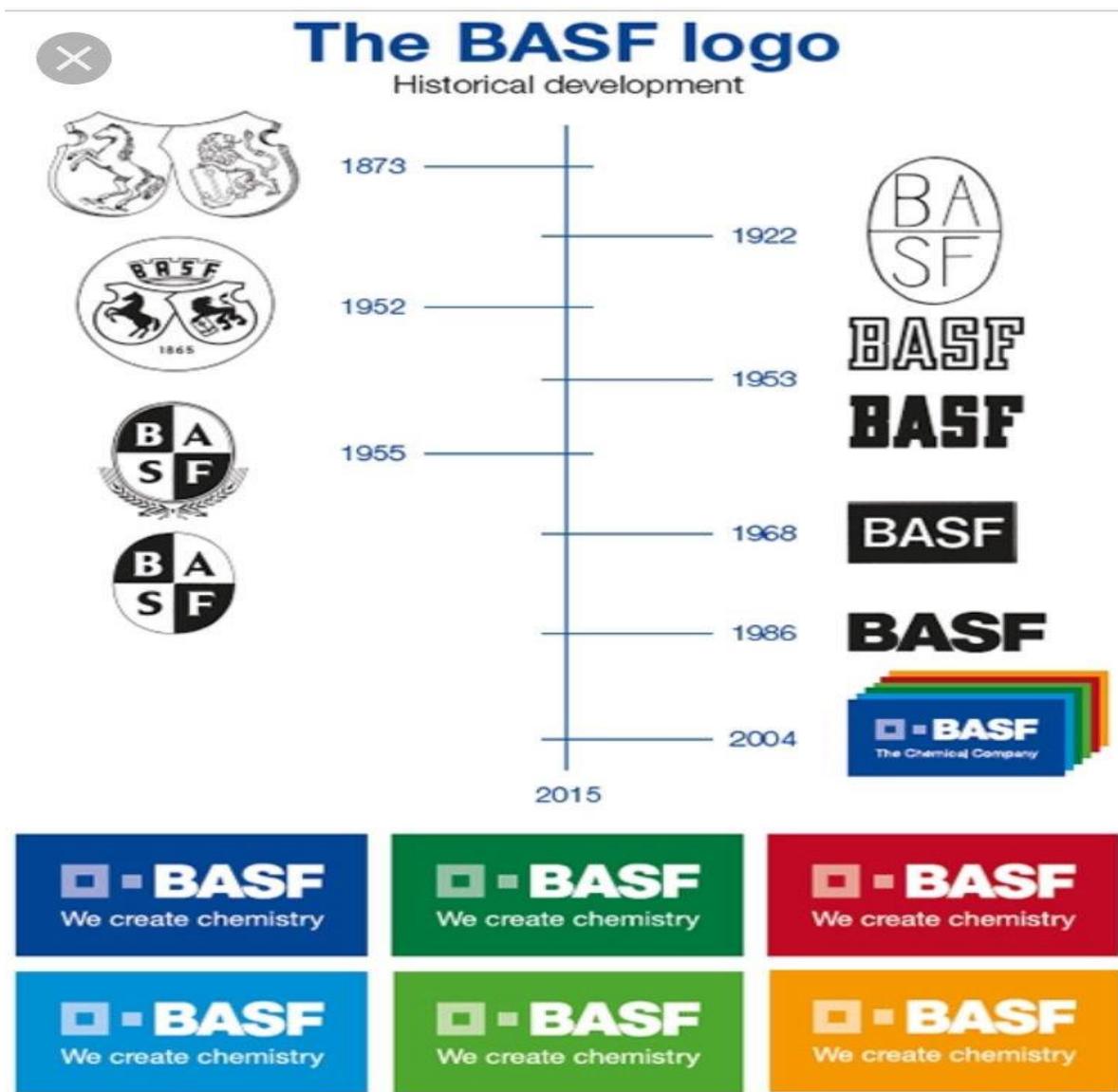


Figure: 1.1. BASF logos over the years

In March 2004, BASF launched a new corporate design together with new corporate colors. The logo is completed with the claim “The Chemical Company,” and in 2015 it again completed with “ We create chemistry”.

1.4 Business Segments:

BASF operates in various fields. It is well organized in segments and operates both internally and externally.

- BASF produces a wide range of chemicals, for example, monomers, industrial gases, basic petrochemicals, and inorganic chemicals. The most important customers for this section are the pharmaceutical, construction, textile, and automotive industries.
- BASF produces performance products which include dispersions and pigments, care chemicals, packaging, textile, sanitary products, detergents, construction materials, coatings, printing and leather industries.
- BASF’s functional materials and solutions segment consists of catalyst, construction chemicals and coatings.
- BASF’s agricultural solutions segment produces crop protection chemicals, insecticides, fungicides, herbicides etc.
- BASF produces oil and gas through its subsidiary.

1.5 Company Purpose:

BASF wants to contribute a world that provides a workable future with better quality of life for everyone. They do so by creating chemistry for their clients and society and by making the best use of available resources. Company lives their corporate purpose by sourcing and producing correctly, acting as a fair and reliable partner, connecting creative minds to find the best solutions for market needs.

1.6 Company Principles:

Their leading position as an integrated global chemical company creates opportunities for them to make important contributions in chemical areas. In pursuing it, they act in accordance with four strategic principles. The four strategic principles are:

1.7 Vision:

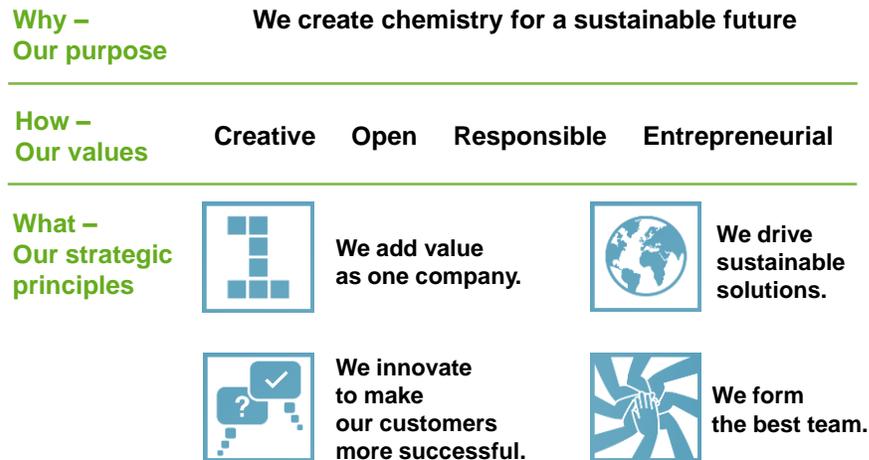
BASF's vision is to create sustainable future. That is why they say-

“We create chemistry for a sustainable future.”

1.8 Strategy, Values & Organization:

BASF combines economic success, social responsibility and environmental protection. Through science and innovation, they support their customers in nearly every industry in meeting the current and future needs of society. BASF aims to strengthen its position as the world's leading chemical company. They describe how company intends to achieve this “We create chemistry” strategy. Innovations based on chemistry will play a key role in three particular areas which are- resources, environment and climate, food and nutrition, quality of life.

Our global strategic framework



| Optionale Zusatzinformationen

- Our global strategy addresses three very fundamental questions:
 - Why do we do what we do? The answer is our corporate purpose: We create chemistry for a sustainable future.
 - How do we do this? Our CORE values explain how we act. We want to be creative, open, responsible and entrepreneurial.
 - What do we do to achieve our purpose? Our four strategic principles define where we focus on and how we steer the company.
 - We add value as one company was newly introduced in our revised global strategy.
 - We drive sustainable solutions – this reflects the fact that we will make sustainability the starting point for everything that we do.
 - We innovate to make our customers more successful – we will focus even more on market and customer needs to develop innovative solutions.

We form the best team in the industry – we continuously develop our people to form the best team.

1.9 Organization Chart

The organizational chart of BASF Bangladesh of all business segments is given below:

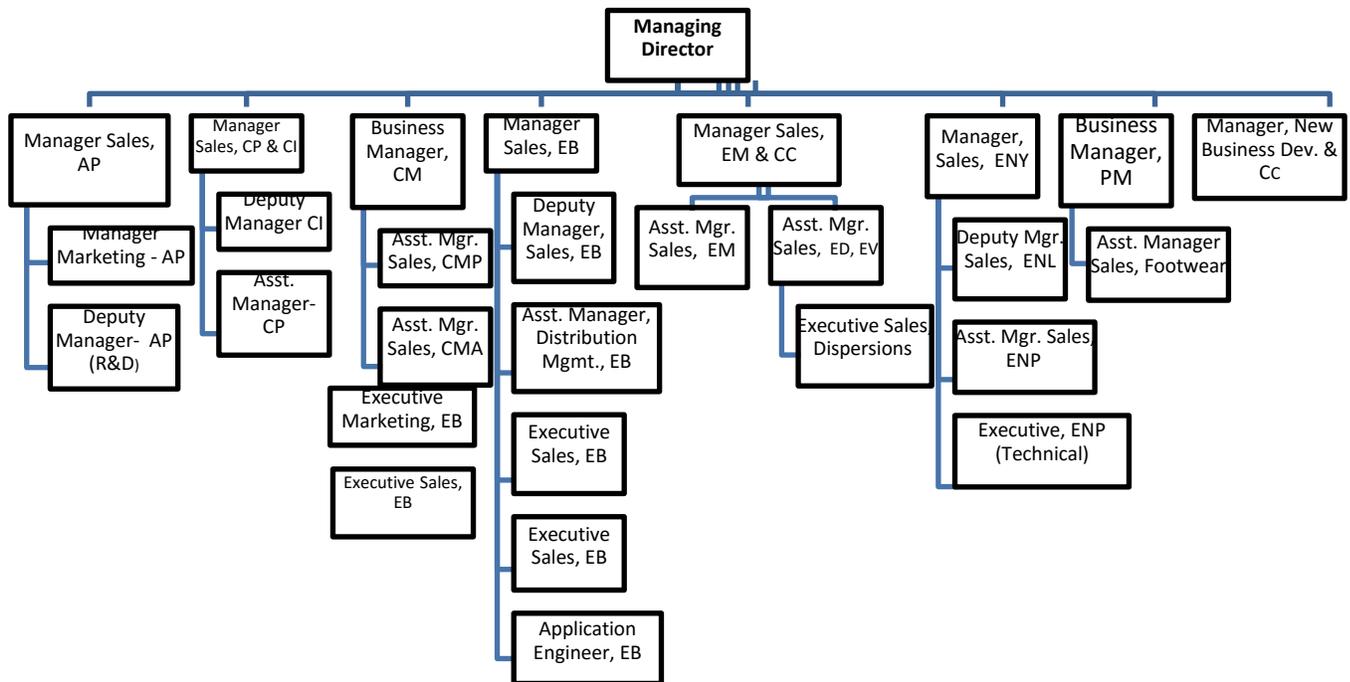


Figure 1.2. Organizational Chart

This above shown chart is the organogram of all the business segments of BASF. BASF has a level of employee recognition grade 1 to 6.2. The Managing Directors grade is the highest of all which is 6.2. And the executives lie in the grade 2.

1.10 HR Policies:

Human resource policies are the official rules and strategy that businesses put in place to appoint, instruct, assess, and compensate the members of their workforce. These policies, when planned and distributed in an easily used form, can serve to obstruct many misunderstandings between employees and employers about their civil rights and obligations in the company. It is attractive, as a new small business proprietor, to spotlight on the concerns of the business at hand, and put off the mission of writing up a human resource policy. All business analysts and service lawyers will recommend a new business owner to get a policy down on paper, even if it is a simple one drafted from a boilerplate model. In BASF they have HR policies which they follow strictly. As a multinational company they are really concerned about the human rights. They have the following HR policies which are applicable for all the employees.



Service Rules: BASF has some service rules for all the employees and labors in their factory where all their personal information, working information, date of joining, employment period etc. are kept. Also every employee is entitled to gratuity according to the Company's Gratuity Scheme.

Flexible Office Hours: BASF has flexible working hour for their employees. They don't pressure any employee to work for more than 8 hours.

Travel Policy: Travel policy include all the expenses borne by BASF in the travelling for the company's sake.

Education Assistance Policy:Employees who desire to expand knowledge and skills through higher studies for their advantage in job and future job content, those are compensated with the tuition fees and examination fees not exceeded the amount decided by the management.

Medical Insurance:Employees and stuffs will be provided some medical benefits through a group of medical insurance scheme from a specific insurance company.Immediate dependents of the employee are also covered under this scheme. Maternity expenses are not under this insurance policy; thus the company will bear the expense at the time of child birth (2 children). They also have the policy of periodic health checkup for all the employees.

Telephone Expense Management:To ensure cost effective management of telephone expenses and 24/7 communication among the colleagues, telephone mobile and internet connection expenses fall under this scheme. Employees are encouraged to use the mobile phone for office/business purpose only. Even though landline is discontinued in this policy, but if any employee use landline in their residence and use for overseas conference calls for business can claim for compensation with necessary proof.

Car Policy: To facilitate the employee to choose the appropriate type of transportation car will be provided to employees of APJG 6.1 and above promoted employees or new joined in the APJG 5.1 will receive conveyance allowance instead of car. An existing employee of the grading APJG 5.1 using a car will no longer get any car service once it is destroyed.

Motor Cycle Policy:This policy is for employees select the right vehicle for their smooth execution on duties. Employees will get TK 10,000 monthly allowances for the

maintenance of the motorcycle which will be paid along with the salary. The insurance should be done by the employee and should cover every risks, damages and perils.

Housing Loan Subsidy Scheme: This scheme is for the long serving ones to buy house for their own. This scheme is eligible for the employees who are in APJG 4.1 and above and only after serving for at least 5 years. The employee's compliance to the BASF code of conduct will be factored before this policy is granted and can be availed once in the BASF career.

Senior Employee Recognition: Respecting the employees to assist in performing once in a lifetime commitment. This scheme will be provided to the employees in recognition of his long tenure with the organization also when an employee served the company for at least 10 years.

Long Service Award: Purpose of having the Long Service Award policy is for rewarding employees for their dedication, sincerity and commitment to the company and encouraging the young and new employees in long term commitment. 3 types of award offered to the employees in completion of the following services in the company: 10 years, 20 years and 30 years. In some exception cases if any employee is in service for 25 years but cannot continue up to 30 years will provide the 30 years reward as well. Certificate will be given by the company. Award will be given to the eligible employees as Saving Certificates/ Defense Saving Certificate or bonds.

Chapter-2

Introduction to the Report

2. Introduction of the Report

2.1. Rationale of the report:

The rationale of the report is to find out the needs of trainings in the missing skills of employees and managers of different levels and departments, determining efficiency of current training programs and current skills and abilities of the employees in BASF. In addition getting a clear idea about the employee's needs and areas they lack efficiency after an analysis on present assessment.

2.2. Scope of delimitation of the report:

Since, I worked as an intern in BASF my scope was somewhat limited and at the same time three months is not a long time for me to conduct everything in this topic. In addition to this, there was a lack of interest in the employees to help in giving opinions while conducting the survey. But still I managed to do surveys analysis of all the employees from their busy schedule to find out their efficiency level and lacking in the need of trainings to raise their job performance.

2.3. Objectives of the report:

The main objective is to do the need assessment of trainings of the employees to find out the needs of trainings the employees need to have in specific levels of their jobs and determining the efficiency of the employees. Through this the employees can make sure if they have any lacking in any specific skill. As BASF provides much training throughout the year, so it would be easier to provide trainings to on the particular skill to the employees who need those trainings the most.

2.4. Methodology:

For the completion this report, I used two sources to assemble information.

- **Primary sources:**

Direct observation of practical desk work, survey analysis, face to face conversation with employees.

- **Secondary sources:**

Website, files and folders.

Part- 3

Analysis and Interpretation

3. Analysis and Interpretation

3.1 Construction of the Questionnaires:

A questionnaire is a schedule composed of a number of logical questions of a particular topic. As the study is descriptive in nature and mainly based on primary data, it is necessary to frame concrete questionnaires, which include all materials regarding this topic. There are both open ended and close ended questions in the questionnaire.

Internal Survey:

On the basis of the final questionnaires, internal survey has been conducted. I distributed the questionnaire to all the managers and the employees to answer all the questions.

Processing of Data:

After collecting the data from all the employees, the data has been processed in the light of the research topic. Data processing includes editing, coding, classification and tabulation.

Editing:

Then the necessary collected data from the questionnaire has been scanned carefully to detect errors cost by me or by in consistent of wrong information supplied by the respondent.

Classification of Data:

After editing, the data has been classified for the purpose of analysis and interpretation.

3.4. Need Assessment Analysis for Managers:

In BASF training is a very important part for the employees to do better in their job. BASF provides all kinds of trainings to the employees where includes in house training, on country training and overseas training. While working in BASF I did two surveys which were about the need assessment of trainings where the employees lack skills of. I

prepared a questionnaire for the managers specifically to identify the efficiency of the employees working under them and how trainings were effective and in their job life.



1.3. Figure: Satisfaction level of the managers.

In the above shown figure the satisfaction level of the manager’s efficiency through was 78% which was mostly high. There were a total of 15 managers and 14 did attempt this survey where 11 answered mostly agree and the rest were somewhat satisfied with their efficiency gained through trainings. Again about the effectiveness 10 of the managers answered that the trainings were effective. Thus the percentage goes 71% for

effectiveness. For the raise of performance level 100% employees agreed that trainings helped them in that. About 78% agrees that they learned a lot from trainings they attended.

3.5 Trainings for New Entrants:

The managers' survey was to find out the efficiency, effectiveness, raising performance level and the learning they gained from the trainings they attended in their career. Moreover they were asked if they think that training is important for the new entrants' employees. 100% of the managers agreed that all the new entrant's need trainings of different skills.

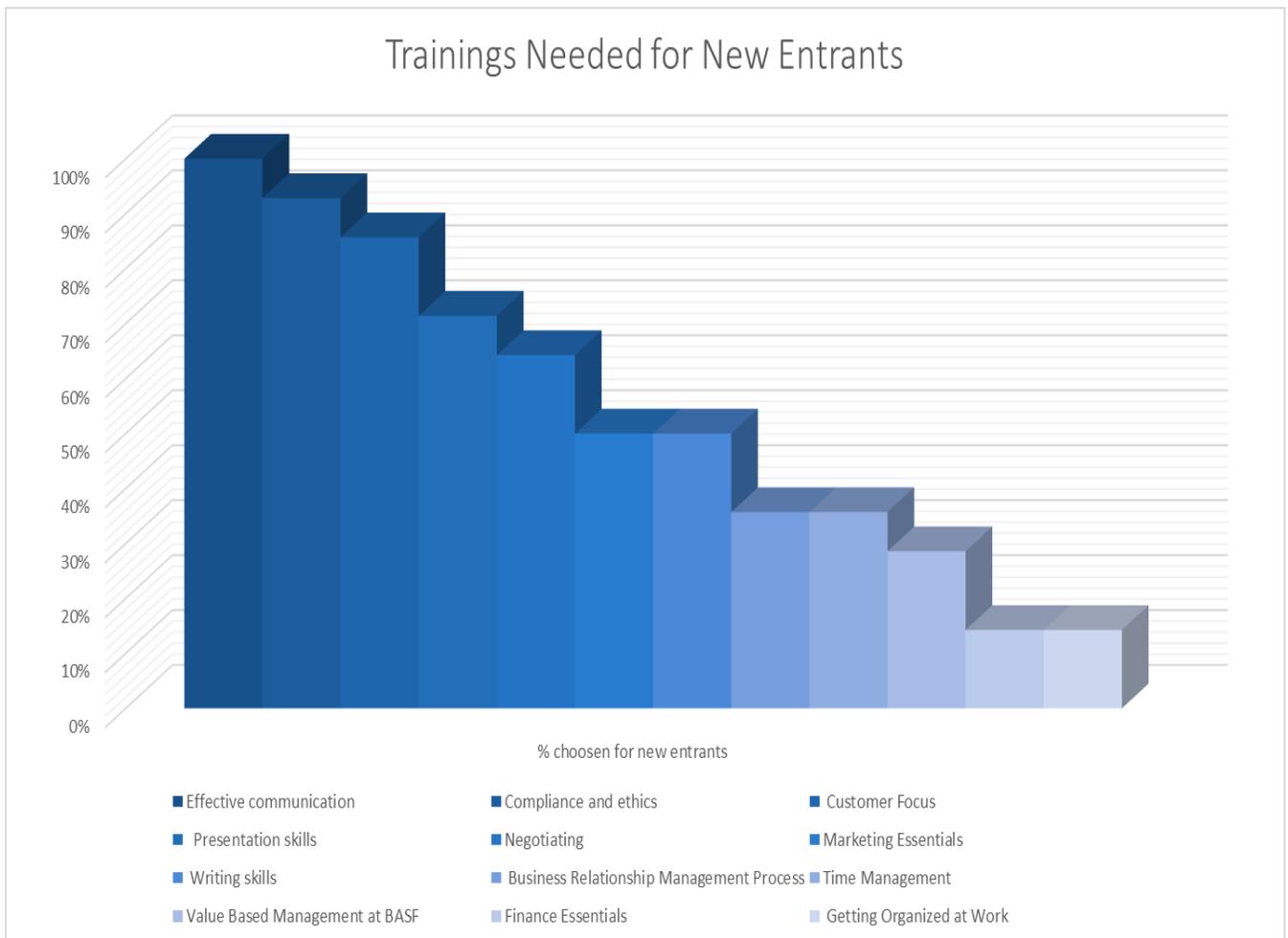


Figure: 1.4. Trainings needed for new entrants.

From the above figure it is clear that all the new entrants needed the basic soft skills trainings like effective communication, compliance and ethics, customer focus, presentation skills, writing skills, negotiating, time management, marketing essentials, etc. These are the trainings managers chose for the new employees; which is true that the new entrants lacks in these soft skills and by attending these soft skills trainings they can improve their job performance.

3.6 Trainings for Mid-level Employees:

Managers chose the following trainings in the figure 1.5 for the mid-level employees. As BASF has several segments in their business, the mid-level employees needed the trainings of their own department or working field to raise the performance in their job. But other than those managers chose the innovation implementation, succession planning, business relationship management, professional development, stress management, leadership trainings budgeting, strategic management etc. which will improve the employee's performance in their job. But of these trainings leadership and supervision was the most common answer by all the managers. Followed by project management, business plan development and so on (shown in the figure1.5).The mid-level employees lack their skills in these topics according to their managers.

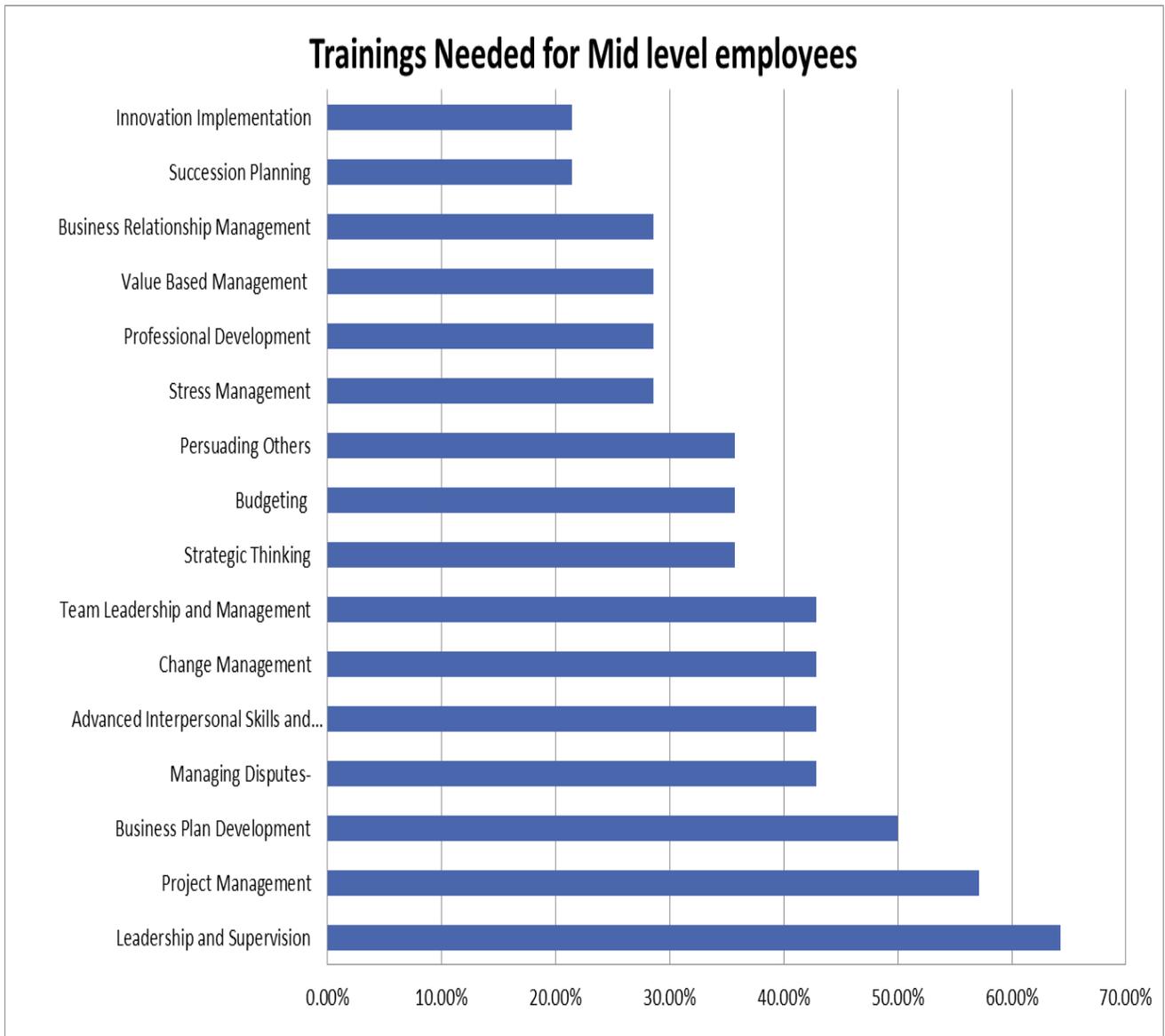


Figure: 1.5. Trainings for mid-level employees.

3.7 Employee’s satisfaction level:

In the graph below it is seen that 61% of the employees strongly agreed and 38% agreed that training helped them in enhancing productivity and improving effectiveness in their job performances. This graph shows that the employees are mostly happy with their performance and the trainings they attended in BASF helped them in increasing their

efficiency. Whereas 44% strongly agreed and 50% agreed that training helps them in communicating. At the same time 5% disagreed that training did not help them in communicating. Therefore, the overall satisfaction level of the employees on trainings is good.

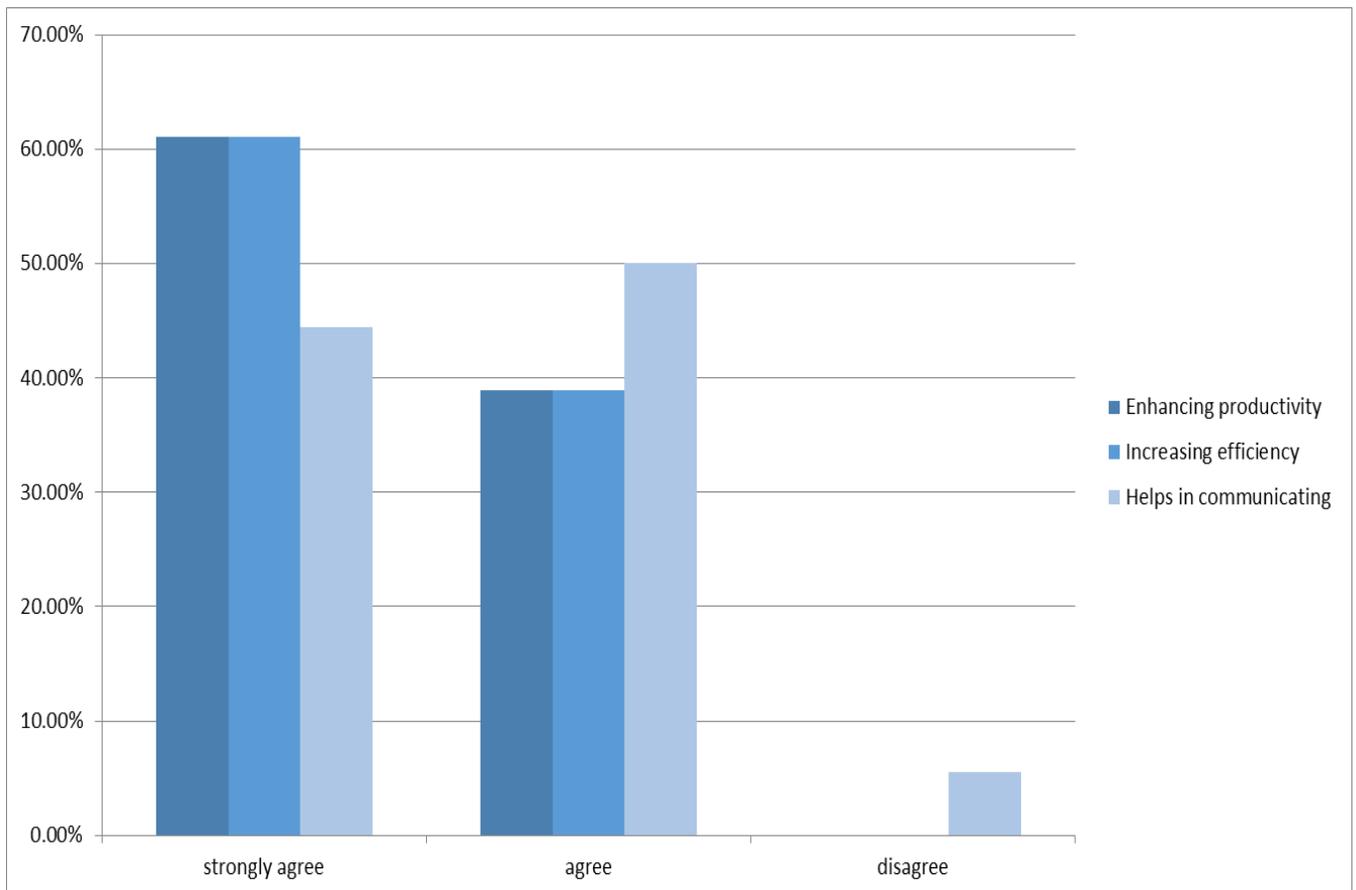


Figure: 1.6 Employee’s satisfaction level

Other than these results the employees who are form 0-2 years or 0-5 years, lacks in some specific skills which they listed in the questionnaire. Of them maximum answered for Presentation skills and Microsoft Office training. If BASF give them the proper presentation skills and technical trainings then the employees can grow their job performance level high and work efficiently.

In addition, while working in BASF, I learned about their HR activities like recruitment and selection process, writing job descriptions, prepared the monthly attendances of employees, prepared the induction presentation for new employees, prepared the reward and recognition presentation, sort out resumes and prepared the training schedule calendar of the upcoming year after assessing the need of trainings, created training outlines, etc. Moreover I attended trainings like time management, team management and corporate compliance of BASF.

4.1 Recommendation

- When a new employee joins he/she should be put through a training program that will help them in doing respective job properly. Induction program for new employees should be developed in such a manner that the employee gets a holistic picture of overall operation of the organization.
- The IDP (Individual Development Plan) follow up of BASF should be more detailed and effective. Thus the employees' performance will grow and help in achieving their targets easily.
- As the new employees are unaware about the business of BASF a specific structured technical training should be arranged for them.
- The organization should maintain a training calendar for the years and it should be distributed to all the employees. There should refresh training for the sells people on selling approaches in every alternate year. Management doesn't take feedback from employee. Training development format should be friendly and flexible. HR department of the companies should be diversified their training programs rather than focusing on professional trainings. There must be a clear relation between training electiveness and strategic goals of the organizations.
- Approaches used to train employees should be selected after careful consideration of the trainees and organization needs. To motivate and encourage the trainee's adequate allowance should be provided to trainees during the training period.

- BASF should prepare an in depth soft skills trainings for the sales employees because the sales employees BASF recruits are engineering graduates mostly. Being a sales person an employee should have the soft skills knowledge and business etiquettes in the corporate world.
- BASF should emphasize in the leadership development plans. In every business segment employees has to work in teams where team leader exists. Moreover, in every business segments have managers and deputy managers who have to lead the employees of their segments. If more leadership trainings provided to the employees they can lead the business segments and the organization effectively.

4.2 Conclusion

BASF is the leader in the chemical market in Bangladesh. This global leader provides some world class services along with their products. However, the increased competition in the industry giving rises to few difficulties to BASF. Although standing strong against the competitors, BASF should not underestimate the possible and current threats. Training and development programs play a vital role in every organization. These programs improve employee performance at workplace; it updates employee knowledge and enhances their personal skills. Training and Development programs improve the quality of work-life by creating an employee supportive workplace.

From the analysis of the data collected during the internship and the evidences from the dialogue sessions of the Training & Development, it can be said that BASF Bangladesh Ltd. is doing a creditable job. On the whole, this internship program was a useful practical experience. I have gain the new knowledge by attending some training, learned how to use theory in work and meet professional people. I achieved several of learning goals but some did not permit. I got inside into professional practice of Training & Development of BASF Bangladesh Ltd.

The internship was also good to find out what my strength & weaknesses are. These help me to define what skills and knowledge I have to improve in the coming time.

References:

1. Article title: BASF
Website title: En.m.wikipedia.org
URL: <https://en.wikipedia.org/wiki/BASF>
2. Article title: BASF- We create chemistry
Website title: BASF
URL: <https://www.basf.com/en.html>

Appendix
BASF Bangladesh Limited
Employee Training Need Assessment

Name of the Employee _____

BU/FU: _____

1. Do you agree that Training and Development Programs increase the efficiency of employees?

- Mostly Agree
- Somewhat Agree
- Neutral
- Disagree

2. Does the trainings provided are useful for both the organization's and employee's growth?

- Very useful
- Useful
- Not useful

3. Do you think the trainings you attended helped you in raising your job performance level?

- Agree
- Disagree

4. Please name top 3 effective trainings you have attended in your career. Why do you think it was effective?

a)

b)

c)

5. How much useful the learning you gained through the trainings are in the practical life?

- Very Useful
- Moderate useful
- Not Useful

6. Do you think the new entrants need some basic trainings?

Yes

No

7. Which trainings from the following are required for the new entrants?

Compliance and ethics

Effective communication

Marketing Essentials

Finance Essentials

Value Based Management at BASF

Business Relationship Management Process

Customer Focus

Time Management

Getting Organized at Work

Presentation skills

Writing skills

Innovation and Creativity

Negotiating

8. Please include any other training that you feel necessary.

9. List the names from most to least important trainings that needs to be given to the new employees.

Answer:

10. Which of the following trainings could be effective for the mid-level employees working for 4-5 years?

- Stress Management
- Managing Disputes
- Leadership and Supervision
- Professional Development
- Advanced Interpersonal Skills and Techniques
- Succession Planning
- Project Management
- Change Management
- Business Plan Development
- Team Leadership and Management
- Strategic Thinking
- Value Based Management
- Business Relationship Management
- Budgeting
- Persuading Others
- Innovation Implementation

11. Please include any other training that you feel necessary.

BASF Bangladesh Limited

Training Need Assessment

Name:

Department:.

1. Training is required for enhancing your productivity and performance-
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree

2. Training programs helps in increasing your efficiency level-
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree

3. Trainings helps in communicate and work in association with other team members-
 - Strongly Agree
 - Agree
 - Disagree
 - Strongly Disagree

4. What are the trainings you have attended after joining the company?
Answer:

5. What is the most effective training you have attended so far in your career? (list at least 3)

i.

ii.

iii.

6. Why do you think these trainings were effective?

Answer:

7. How long you are serving in this company?

0-2 years

2-5 years

5-10 years

10-20 years

Above 20 years

8. Do you have any lacking in any specific skill which you think training can cover? If yes, please mention the specific one.

Answer:

9. What are the trainings you think necessary for the new joiners/ fresher?

Answer:

